



## 2011 VIDEO CONTEST

A joint project of  
**Keep Louisiana Beautiful, Inc. • Office of the Lieutenant Governor • Office of Motor Vehicles**

### THE CONTEST:

This Contest seeks to engage young people to take action in the fight against litter and illegal dumping in our state and help promote a cleaner and more beautiful Louisiana. We want to convey to the newest generation of motor vehicle drivers, in particular, that littering is unacceptable, illegal and *just downright wrong*.

*Kids, have your parents help you to read and understand these rules.*

*No purchase necessary to win.*

## OFFICIAL RULES

### ELIGIBILITY:

This contest is open only to legal residents of Louisiana who are 12 years of age or older at time of entry and who are currently enrolled as full-time students in grades 6-12, or as full-time students enrolled in a Louisiana post-secondary institution. Students in public, private, and parochial institutions, as well as students home schooled, are eligible to participate in the contest. Categories in which entries compete and will be judged are middle school (6-8 grade), high school (9-12 grade), and post-secondary institutions (universities, colleges, technical and community colleges, etc.).

### CONTEST SCHEDULE:

All entries must be received between

Monday, March 28, beginning at noon,  
and Monday, April 11, 2011, 5 p.m.

A maximum of six videos will be selected from each category and considered contest finalists. The finalists will be posted on the Keep Louisiana Beautiful Facebook page ([www.keeplouisianabeautiful.org/facebook](http://www.keeplouisianabeautiful.org/facebook)) on Thursday, April 14, 2011, by 5 p.m. The general public will be invited to go online and vote for their favorite video in each category via the Keep Louisiana Beautiful Facebook page. Online voting ends Thursday, April 22, 2011, by 5 p.m. One winner per category will be selected as the winner based on number of "Likes" on Facebook. Winners will be notified via email and also announced on the websites of Keep Louisiana Beautiful, Office of the Lieutenant Governor, Office of Motor Vehicles, and the Keep Louisiana Beautiful Facebook page on Friday, April 29, 2011, by 5 p.m.

### HOW TO ENTER:

Enter the contest by submitting an original video of at least 30 seconds but no more than two (2) minutes in length by the online submission process and in compliance with these official rules.

Entries must be created solely for the purpose of entry in the Contest and cannot have been submitted previously in a promotion of any

kind, or exhibited or previously displayed publicly through YouTube, Facebook, Twitter or any other means. Entries must be submitted by an individual (not a group). The name on the e-mail account from which an Entry was submitted online will be declared as the Entrant. Only one entry per person is allowed.

#### HOW TO SUBMIT YOUR VIDEO:

Go to [videos.keeplouisianabeautiful.org](http://videos.keeplouisianabeautiful.org), then follow the prompts to enter your information. Make sure you read the terms before uploading your entry. The uploaded video submission along with your completion of other information as required in the terms and instructions will constitute your entry.

#### OWNERSHIP:

All submissions become the property of Keep Louisiana Beautiful.

#### CONTENT INSTRUCTIONS FOR VIDEO SUBMISSIONS:

Video submissions must:

- Be at least 30 seconds but no more than two (2) minutes in length.
- Be entirely your original work.
- Be entirely in English.
- Be about anti-littering. For example, the video should demonstrate how littering is wrong, may promote proper waste disposal, explain the penalties for littering, describe how individuals can take ownership and get involved, or in any way demonstrate what is meant by "Pick It Up or Pay It Out" when it comes to litter and trash.

#### JUDGING PROCESS:

A panel of judges selected by the sponsoring partners will evaluate entries and select seven (7) finalists in each of the following categories: middle school (grades 6-8), secondary (grades 9-12) and post-secondary

institutions (universities, colleges, technical and community colleges, etc.).

Finalists will be judged based on the following criteria:

- Creativity and ability to ignite passion in others.
- Impact on the audience by its ability to change attitudes and behaviors about littering.

The finalists will be posted on the Keep Louisiana Beautiful Facebook page ([www.keeplouisianabeautiful.org/facebook](http://www.keeplouisianabeautiful.org/facebook)) on Thursday, April 14, 2011, by 5 p.m. The general public will be invited to go online and vote for their favorite video in each category via the Keep Louisiana Beautiful Facebook page. Online voting ends Thursday, April 22, 2011, by 5 p.m. One winner per category will be selected as the winner based on number of "Likes" on Facebook. Winners will be notified via email and also announced on the websites of Keep Louisiana Beautiful, Office of the Lieutenant Governor, Office of Motor Vehicles, and the Keep Louisiana Beautiful Facebook page on Friday, April 29, 2011, by 5 p.m.

#### PRIZES:

The winner in each category will receive a grand prize of \$500, which will be awarded in ceremonies hosted by the sponsoring organizations. Winners will be notified via email with instructions on how to claim their prize.

#### WINNING VIDEOS:

The three winning videos will be posted on the Keep Louisiana Beautiful and Office of the Lieutenant Governor's websites, the Keep Louisiana Beautiful Facebook page, and distributed to all 84 Offices of Motor Vehicles across the state for viewing in the offices where driver's licenses are issued.

